

AMENDMENT OF THE CLAIMS:

Please cancel claims 405-417 without prejudice or disclaimer, and add new rewritten claims 418-460 as follows:

Claims 1-417 (canceled)

Claim 418-460 (canceled)

Claim 461 (new): A Web-based consumer product marketing and merchandising communication network for managing and delivering consumer product marketing and merchandising communications to consumers along E-Commerce (EC) enabled market spaces on the World Wide Web (WWW), including EC-enabled WWW-sites, EC-enabled stores and EC-enabled online product catalogs, said Web-based consumer product marketing and merchandising communication network comprising:

- a plurality of e-commerce enabled information servers supporting a plurality of EC-enabled market spaces selected from the group consisting of EC-enabled WWW-sites, EC-enabled stores and EC-enabled online product catalogs, wherein each said EC-enabled marketplace includes a plurality of HTML-encoded pages containing images and/or text descriptions of consumer products which are offered for sale through said EC-enabled market spaces and registered with said Web-based consumer product marketing and merchandising communication network;

- a first Web-based subsystem for allowing product management team members, associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for a plurality of consumer products that are registered with said Web-based consumer product marketing and merchandising communication network, so that said plurality of MMVKs can be installed in and launched from a plurality of said HTML-encoded pages located in said EC-enabled market spaces, and accessible by consumers using a Web browser;

- wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the

WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within any of said HTML-encoded pages located in said EC-enabled market spaces, and

wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of CPI resources arranged for selection by the consumer using said Web browser;

a plurality of Web-based information servers operably connected to the WWW, for storing and serving said one or more advertising spots, said one or more promotional spots and said set of CPI resources to said Web browser, for display to the consumer through said plurality of independently programmable display modes of each said MMVK;

a second Web-based subsystem for allowing brand management team members to independently program said set of consumer product information resources displayable during said CPI menu display mode of each said installed MMVK; and

a third Web-based subsystem for allowing members of the brand management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots, as a particular marketing and/or merchandising program may require;

wherein, upon the Web-browser of the consumer encountering one said installed MMVK tag along said EC-enabled market spaces, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated by said first Internet-enabled information server and served to the Web browser, for display and review by the consumer along said EC-enabled market spaces.

Claim 462 (new): The Web-based consumer product marketing and merchandising communication network of claim 461, wherein said second Web-based subsystem allows members of the product management team of any registered consumer product to create and

manage, for each registered consumer product, a consumer product information (CPI) link structure comprising the following items:

- (i) a Universal Product Number (UPN) assigned to the consumer product;
- (ii) a Trademark (TM) assigned to the consumer product; and
- (iii) a set of URLs for a plurality of consumer product information (CPI) resources located on the WWW, that can be selected to program said set of consumer product information resources for the consumer product.

Claim 463 (new): The Web-based consumer product marketing and merchandising communication network of claim 462, wherein, for each MMVK created and deployed for a registered consumer product on said Web-based consumer product marketing and merchandising communication network, the computer-executable server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 464 (new): The Web-based consumer product marketing and merchandising communication network of claim 462, wherein, for each MMVK created and deployed for a registered consumer product on said Web-based consumer product marketing and merchandising communication network, the MMVK tag associated with the MMVK is indexed using the UPN assigned to the registered consumer product.

Claim 465 (new): The Web-based consumer product marketing and merchandising communication network of claim 461, wherein, for each MMVK created and deployed for a particular consumer product on said Web-based consumer product marketing and merchandising communication network, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 466 (new): The Web-based consumer product marketing and merchandising communication network of claim 462, wherein said CPI link structure further comprises, for each consumer product,

- (iv) a Product Descriptor (PD) associated with the consumer product; and

(v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 467 (new): The Web-based consumer product marketing and merchandising communication network of claim 461, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 468 (new): The Web-based consumer product marketing and merchandising communication network of claim 466, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 469 (new): The Web-based consumer product marketing and merchandising communication network of claim 462, wherein after a CPI link structure has been initially created for a registered consumer product using said second Web-based subsystem, then a member of the brand management team can create and deploy one or more MMVKs for the registered consumer product using said first Web-based subsystem, and then program the advertising and promotional display modes of said one or more MMVKs.

Claim 470 (new): The Web-based consumer product marketing and merchandising communication network of claim 466, wherein a supply-chain information management system is used to import said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure, into said Web-based consumer product marketing and merchandising communication network.

Claim 471 (new): The Web-based consumer product marketing and merchandising communication network of claim 461, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 472 (new): The Web-based consumer product marketing and merchandising communication network of claim 461, wherein said Web browser of the consumer encountering one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 473 (new): A Web-based consumer product marketing and merchandising communication network for managing and delivering consumer product marketing and merchandising communications to consumers at E-Commerce (EC) enabled market space along the World Wide Web (WWW), including EC-enabled WWW-sites, EC-enabled stores and EC-enabled online product catalogs, said Web-based consumer product marketing and merchandising communication network comprising:

- a plurality of e-commerce enabled information servers supporting a plurality of EC-enabled market spaces selected from the group consisting of EC-enabled WWW-sites, EC-enabled stores and EC-enabled online product catalogs, wherein each said EC-enabled marketplace includes a plurality of HTML-encoded pages containing images and/or text-description of consumer products which are offered for sale through said EC-enabled market spaces and registered with said Web-based consumer product marketing and merchandising communication network;

- a first Web-based subsystem for allowing product management team members, associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for a plurality of consumer products that are registered with said Web-based consumer product marketing and merchandising communication network, so that said plurality of MMVKs can be installed in and launched from a plurality of said HTML-encoded pages located in said EC-enabled market spaces, and accessible by consumers using a Web browser;

- wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within any of said HTML-encoded pages located in said EC-enabled market spaces, and

wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of CPI resources arranged for selection by the consumer using said Web browser;

a second Internet-enabled information server for serving a library of MMVK tags on the WWW, for said plurality of consumer products registered with said Web-based network;

wherein each said MMVK tag in said library is accessible from said second Internet-enabled information server for installation in at least one said HTML-encoded page located in said EC-enabled market space, by embedding the MMVK tag in said at least HTML-based page;

a plurality of Web-based information servers operably connected to the WWW, for storing and serving said one or more advertising spots, said one or more promotional spots and said set of CPI resources to said Web browser, for display to the consumer through said plurality of independently programmable display modes of each said MMVK;

a second Web-based subsystem for allowing brand management team members to independently program said set of consumer product information resources displayable during said CPI menu display mode of each said installed MMVK; and

a third Web-based subsystem for allowing members of the brand management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots, as a particular marketing and/or merchandising program may require;

wherein, upon the Web-browser of the consumer encountering one said installed MMVK tag along said EC-enabled market spaces, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated by said first Internet-enabled information server and served to the Web browser, for display and review by the consumer along said EC-enabled market spaces.

Claim 474 (new): The Web-based consumer product marketing and merchandising communication network of claim 473, wherein said second Web-based subsystem allows

members of the brand management team of any registered consumer product to create and manage, for each registered consumer product, a consumer product information (CPI) link structure comprising the following items:

- (i) a Universal Product Number (UPN) assigned to the consumer product;
- (ii) a Trademark (TM) assigned to the consumer product; and
- (iii) a set of URLs for a plurality of consumer product information (CPI) resources located on the WWW, that can be selected to program said set of consumer product information resources for the consumer product.

Claim 475 (new): The Web-based consumer product marketing and merchandising communication network of claim 474, wherein, for each MMVK created and deployed for a registered consumer product on said Web-based consumer product marketing and merchandising communication network, the computer-executable server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 476 (new): The Web-based consumer product marketing and merchandising communication network of claim 474, wherein, for each MMVK created and deployed for a registered consumer product on said Web-based consumer product marketing and merchandising communication network, the MMVK tag associated with the MMVK is indexed using the UPN assigned to the registered consumer product.

Claim 477 (new): The Web-based consumer product marketing and merchandising communication network of claim 743, wherein, for each MMVK created and deployed for a particular consumer product on said Web-based consumer product marketing and merchandising communication network, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 478 (new): The Web-based consumer product marketing and merchandising communication network of claim 474, wherein said CPI link structure further comprises, for each consumer product,

(iv) a Product Descriptor (PD) associated with the consumer product; and
(v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 479 (new): The Web-based consumer product marketing and merchandising communication network of claim 473, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 480 (new): The Web-based consumer product marketing and merchandising communication network of claim 478, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 481 (new): The Web-based consumer product marketing and merchandising communication network of claim 474, wherein after a CPI link structure has been initially created for a registered consumer product using said second Web-based subsystem, then a member of the brand management team can create and deploy one or more MMVKs for the registered consumer product using said first Web-based subsystem, and then program the advertising and promotional display modes of said one or more MMVKs.

Claim 482 (new): The Web-based consumer product marketing and merchandising communication network of claim 478, wherein a supply-chain information management system is used to import said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure, into said Web-based consumer product marketing and merchandising communication network.

Claim 483 (new): The Web-based consumer product marketing and merchandising communication network of claim 473, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 484 (new): The Web-based consumer product marketing and merchandising communication network of claim 473, wherein said Web browser of the consumer encountering one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 485 (new): A Web-based consumer product marketing and merchandising communication network for managing and delivering consumer product marketing and merchandising communications to consumers along E-Commerce (EC) enabled market spaces on the World Wide Web (WWW), including EC-enabled WWW-sites, EC-enabled stores and EC-enabled online product catalogs, said Web-based consumer product marketing and merchandising communication network comprising:

- a plurality of e-commerce enabled information servers supporting a plurality of EC-enabled market space selected from the group consisting of EC-enabled WWW-sites, EC-enabled stores and EC-enabled online product catalogs, wherein each said EC-enabled market spaces includes a plurality of HTML-encoded pages containing images and/or text-descriptions of consumer products which are offered for sale through said EC-enabled market spaces and registered with said Web-based consumer product marketing and merchandising communication network;

- a first Web-based subsystem for allowing members of a product management team to independently create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for a plurality of consumer products that are registered on said Web-based consumer product marketing and merchandising communication network, so that said plurality of MMVKs can be installed in and launched from a plurality of said HTML-encoded pages located in said EC-enabled market space, and accessible by consumers using a Web browser;

- wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within any of said HTML-encoded page located in said EC-enabled market spaces;

wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menus display mode for displaying a set of CPI resources arranged for selection by the consumer using said Web browser;

a plurality of Web-based information servers operably connected to the WWW, for storing and serving said one or more advertising spots, said one or more promotional spots and said set of CPI resources to said Web browser, for display to the consumer through said plurality of independently programmable display modes of each said MMVK;

a second Web-based subsystem for allowing members of the product management team to independently program the advertising display mode of each MMVK with one or more advertising spots;

a third Web-based subsystem for allowing members of the brand management team to independently program the promotional display mode of each MMVK with one or more promotional spots; and

a fourth Web-based subsystem for allowing members of the brand management team to independently program the consumer product information display mode of each MMVK with said set of CPI resources arranged for selection by the consumer;

wherein, upon the Web-browser of the consumer encountering the installed MMVK tag along said EC-enabled market spaces, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated from said Internet-enabled information server and served to the Web browser, for display and review by the consumer, along said EC-enabled market spaces.

Claim 486 (new): The Web-based consumer product marketing and merchandising communication network of claim 485, wherein said fourth Web-based subsystem allows members of the product management team to create and manage, for each consumer product, a consumer product information (CPI) link structure comprising the following items:

- (i) a Universal Product Number (UPN) assigned to the consumer product;

- (ii) a Trademark (TM) assigned to the consumer product; and
- (iii) a set of URLs for a plurality of consumer production information (CPI) resources located on the WWW, that can be selected to program said set of consumer product information resources for the consumer product.

Claim 487 (new): The Web-based consumer product marketing and merchandising communication network of claim 486, wherein, for each MMVK created and deployed for a registered consumer product on said Web-based consumer product marketing and merchandising communication network, the computer-executable server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 488 (new): The Web-based consumer product marketing and merchandising communication network of claim 486, wherein, for each MMVK created and deployed for a registered consumer product on said Web-based consumer product marketing and merchandising communication network, the MMVK tag associated with the MMVK is indexed using the UPN assigned to the registered consumer product.

Claim 489 (new): The Web-based consumer product marketing and merchandising communication network of claim 485, wherein, for each MMVK created and deployed for a particular consumer product on said Web-based consumer product marketing and merchandising communication network, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 490 (new): The Web-based consumer product marketing and merchandising communication network of claim 486, wherein said CPI link structure further comprises, for each consumer product,

- (iv) a Product Descriptor (PD) associated with the consumer product; and
- (v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 491 (new): The Web-based consumer product marketing and merchandising communication network of claim 485, wherein said set of consumer product information resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 492 (new): The Web-based consumer product marketing and merchandising communication network of claim 485, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 493 (new): The Web-based consumer product marketing and merchandising communication network of claim 486, wherein after a CPI link structure is initially created for a registered consumer product using said fourth Web-based subsystem, then product management team members create and deploy one or more MMVKs for the consumer product using said first Web-based subsystem, and programming the display modes of the MMVK using said second, third, and fourth Web-based subsystems.

Claim 494 (new): Web-based consumer product marketing and merchandising communication network of claim 490, wherein a supply-chain information management system imports said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure, into said Web-based consumer product marketing and merchandising communication network.

Claim 495 (new): The Web-based consumer product marketing and merchandising communication network of claim 485, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 496 (new): The Web-based consumer product marketing and merchandising communication network of claim 485, wherein said Web browser of the consumer encountering

one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.